



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser
Agency
Buyer
Salesperson

Pol/Iss/NC Supreme Court Race (17043)
Innovative Advertising (2144)
GUERRA, HEIDI
Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Invoice 645853
Inv Date 10/28/2012
Terms Net 30
Contract 338480
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

AgM

Product Political - Issue (1068)
Brand 1023 NC SUPR CT (140418)
Acct Types National/Political
Est/Headline 1023/06392012
Demo
Revision
Comments NC SUPREME COURT
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/31/2012 11:34:06AM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Spot	4:30:00AM- 4:59:00AM	Per week (4), We, Th, Fr	10/24/12 4:54AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001BANJO2	\$275.00	
1.0	Spot	4:30:00AM- 4:59:00AM	Per week (4), We, Th, Fr	10/25/12 4:38AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001BANJO2	\$275.00	
1.0	Spot	4:30:00AM- 4:59:00AM	Per week (4), We, Th, Fr	10/26/12 4:39AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001BANJO2	\$275.00	
1.0	Spot	4:30:00AM- 4:59:00AM	Per week (4), We, Th, Fr	10/26/12 4:54AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001BANJO2	\$275.00	
2.0	Spot	5:00:00AM- 5:30:00AM	Per week (4), We, Th, Fr	10/24/12 5:14AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$650.00	
2.0	Spot	5:00:00AM- 5:30:00AM	Per week (4), We, Th, Fr	10/25/12 4:59AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$650.00	
2.0	Spot	5:00:00AM- 5:30:00AM	Per week (4), We, Th, Fr	10/25/12 5:13AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$650.00	
2.0	Spot	5:00:00AM- 5:30:00AM	Per week (4), We, Th, Fr	10/26/12 5:14AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$650.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Per week (4), We, Th, Fr	10/24/12 5:53AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$700.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Per week (4), We, Th, Fr	10/25/12 5:44AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$700.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Per week (4), We, Th, Fr	10/25/12 5:58AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	NCSC001BANJO2	\$700.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Per week (4), We, Th, Fr	10/26/12 5:30AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$700.00	
4.0	Spot	8:00:00AM- 9:00:00AM	Per week (4), We, Th, Fr	10/24/12 8:43AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001BANJO2	\$1600.00	
4.0	Spot	8:00:00AM- 9:00:00AM	Per week (4), We, Th, Fr	10/24/12 8:59AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001BANJO2	\$1600.00	
4.0	Spot	8:00:00AM- 9:00:00AM	Per week (4), We, Th, Fr	10/25/12 8:56AM (Th)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001BANJO2	\$1600.00	
4.0	Spot	8:00:00AM- 9:00:00AM	Per week (4), We, Th, Fr	10/26/12 8:29AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001BANJO2	\$1600.00	
5.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), We, Th, Fr	10/24/12 12:52PM (We)	00:30	EYEWITNESS NEWS 12P	NCSC001BANJO2	\$650.00	
5.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), We, Th, Fr	10/25/12 12:40PM (Th)	00:30	EYEWITNESS NEWS 12P	NCSC001BANJO2	\$650.00	
5.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), We, Th, Fr	10/26/12 12:52PM (Fr)	00:30	EYEWITNESS NEWS 12P	NCSC001BANJO2	\$650.00	
5.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), We, Th, Fr	10/26/12 12:58PM (Fr)	00:30	EYEWITNESS NEWS 12P	NCSC001BANJO2	\$650.00	
6.0	Spot	6:00:00PM- 6:30:00PM	Per week (4), We, Th, Fr	10/24/12 6:23PM (We)	00:30	EYEWITNESS NEWS 6P	NCSC001BANJO2	\$2000.00	
6.0	Spot	6:00:00PM- 6:30:00PM	Per week (4), We, Th, Fr	10/25/12 6:13PM (Th)	00:30	EYEWITNESS NEWS 6P	NCSC001BANJO2	\$2000.00	
6.0	Spot	6:00:00PM- 6:30:00PM	Per week (4), We, Th, Fr	10/25/12 6:28PM (Th)	00:30	EYEWITNESS NEWS 6P	NCSC001BANJO2	\$2000.00	
6.0	Spot	6:00:00PM- 6:30:00PM	Per week (4), We, Th, Fr	10/26/12 6:29PM (Fr)	00:30	EYEWITNESS NEWS 6P	NCSC001BANJO2	\$2000.00	
7.0	Spot			10/27/12			1 preempt @ \$900.00	\$0.00	Pre-empt
8.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-5	10/28/12 6:10PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	NCSC001BANJO2	\$2100.00	
8.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-5	10/28/12 6:19PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	NCSC001BANJO2	\$2100.00	
8.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-5	10/28/12 6:21PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	NCSC001BANJO2	\$2100.00	
8.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-5	10/28/12 6:27PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	NCSC001BANJO2	\$2100.00	
8.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-5	10/28/12 6:29PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	NCSC001BANJO2	\$2100.00	
9.0	Spot	7:00:00PM- 7:30:00PM	Per week (4), We, Th, Fr	10/24/12 7:21PM (We)	00:30	INSIDE EDITION	NCSC001BANJO2	\$2000.00	
9.0	Spot	7:00:00PM- 7:30:00PM	Per week (4), We, Th, Fr	10/25/12 7:12PM (Th)	00:30	INSIDE EDITION	NCSC001BANJO2	\$2000.00	
9.0	Spot	7:00:00PM- 7:30:00PM	Per week (4), We, Th, Fr	10/25/12 7:29PM (Th)	00:30	ENTERTAINMENT TONIGHT	NCSC001BANJO2	\$2000.00	
9.0	Spot	7:00:00PM- 7:30:00PM	Per week (4), We, Th, Fr	10/26/12 7:27PM (Fr)	00:30	INSIDE EDITION	NCSC001BANJO2	\$2000.00	
13.0	Spot	8:00:00PM- 9:00:00PM	Day, W-1	10/24/12 8:49PM (We)	00:30	THE NEIGHBORS	NCSC001BANJO2	\$7500.00	
14.0	Spot	8:00:00PM- 9:00:00PM	Day, Th-1	10/25/12 8:21PM (Th)	00:30	LAST RESORT	NCSC001BANJO2	\$6000.00	
15.0	Spot	8:00:00PM- 9:00:00PM	Day, F-1	10/26/12 8:22PM (Fr)	00:30	SHARK TANK	NCSC001BANJO2	\$3600.00	
16.0	Spot	7:00:00PM- 8:00:00PM	Day, Su-1	10/28/12 7:21PM (Su)	00:30	WORLD'S FUNNIEST MOMENTS-HALLOWEEN	NCSC001BANJO2	\$4000.00	
17.0	Spot	3:30:00PM- 7:00:00PM	Day, Sa-1	10/27/12 7:46PM (Sa)	00:30	College Football	NCSC001BANJO2	\$3000.00	



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser Pol/Iss/NC Supreme Court Race (17043)
Agency Innovative Advertising (2144)
Buyer GUERRA, HEIDI
Salesperson Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Invoice 645853
Inv Date 10/28/2012
Terms Net 30
Contract 338480
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

AgM

Product Political - Issue (1068)
Brand 1023 NC SUPR CT (140418)
Acct Types National/Political
Est/Headline 1023/06392012
Demo
Revision
Comments NC SUPREME COURT
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/31/2012 11:34:06AM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
18.0	Spot	8:00:00PM-11:30:00PM	Day, Sa-1	10/27/12 9:54PM (Sa)	00:30	Saturday Night Football	NCSC001BANJO2	\$500.00	
19.0	Spot	3:30:00PM- 7:00:00PM	Day, Sa-1	10/27/12 5:53PM (Sa)	00:30	College Football	NCSC001BANJO2	\$300.00	
28.0	Spot	9:00:00AM-10:00:00AM	Per week (4), We, Th, Fr	10/24/12 9:56AM (We)	00:30	LIVE! WITH KELLY	NCSC001BANJO2	\$500.00	
28.0	Spot	9:00:00AM-10:00:00AM	Per week (4), We, Th, Fr	10/25/12 9:57AM (Th)	00:30	LIVE! WITH KELLY	NCSC001BANJO2	\$500.00	
28.0	Spot	9:00:00AM-10:00:00AM	Per week (4), We, Th, Fr	10/26/12 9:29AM (Fr)	00:30	LIVE! WITH KELLY	NCSC001BANJO2	\$500.00	
28.0	Spot	9:00:00AM-10:00:00AM	Per week (4), We, Th, Fr	10/26/12 9:54AM (Fr)	00:30	LIVE! WITH KELLY	NCSC001BANJO2	\$500.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$77,100.00	Total Spots	44
Commission	(\$11,565.00)		
Net Total	\$65,535.00		